DREAMWORKS

BEE MOVIE

PPI MARKETING PRESENTATION

OVERALL MARKETING TIMELINE

'07	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Trailer #1 - #4												
Cannes Stunt					X							
Media & Promotions												
Nickelodeon Promotion												
NBC Promotion												
New York Premiere - 25/10										X		
Junket - 27/10 - 28/10										X		
Los Angeles Premiere - 28/10										X		
London Film Festival - 28/10										X		
Movie Opens – U.S.											X	
International Tour												

CANNES STUNT

4x TRAILERS

- 3 Live Action Trailers
- Teaser Poster

WHERE WE ARE NOW

- 4th Trailer
- Final Poster – "B"
- Standee – "B"

U.S. CREATIVE

"Girl With Bee"

"Tennis Ball"

"Car Antenna"

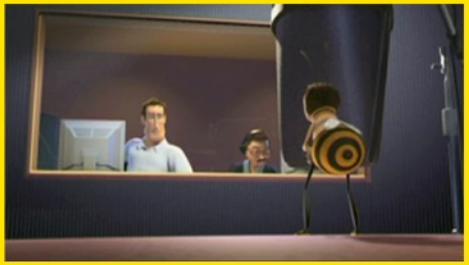
"Fly Swatter"

U.S. MEDIA

- Nickelodeon On-Air Promotional kicks on 31 Aug.
- Nickelodeon on-air paid media starts 9 Sept.
- General audience + Moms
- Outdoor begins 23 Sept.

CORE TIE-IN PROMOTIONS

- NBC
  - TV JR's
  - 30 ROCK – Jerry Seinfeld Live on show
  - Changing logo (NBEEC)
- Nickelodeon
- Dolbee



SPECIAL PROGRAMMING

- NICK Music video “We Got the Bee!”
- NICK :30 Spots
  - Meet Barry Benson
  - Think Bee
- IN THEATRE PIECE :60 spot featuring Jerry Seinfeld for Cineplex theatres
- “Making Of” special: Inside the Hive: The Making Of Bee Movie, 22 minutes
- EPK Featurettes:
  - CAST/STORY – The friends swarm in!
  - GETTING BUSY WITH BEE MOVIE
  - BARRY B. BENSON PROFILE
- Special Featurettes:
  - INTERNATIONAL EXCLUSIVE: JERRY SEINFELD profile
  - “Mooseblood” (Chris Rock)
  - "Ken“ (Patrick Warburton)
  - CREATING A BEE-UTIFUL WORLD
  - THINKING BEE!

U.S. PUBLICITY

- September - Fall Previews: People Magazine, Time Magazine
- Domestic 10 City PA Tour - Mid-September/October
- October - Oprah cast show, Time Magazine, GQ Magazine, O Magazine,Reader's Digest Cover, Larry King Live, Letterman, Tonight Show, Regis & Kelly, Today Show, Daily Show, Conan O'Brien, Ellen
- NYC Premiere (evening) - 25 October
- Junket - 27 October (online/radio/National print) and 28 October (television)
- LA Premiere - (family - 5pm) - 28 October
- Promotional Screenings - week of 29 October (mainstream/Hispanic/African American)

People
GEORGE CLOONEY
His Hot New Romance
SHE'S PREGNANT
A BABY FOR HALLE!
After years of heartbreak, the joyful star announces she is expecting, at 41, with boyfriend Gabriel Aubry
USHER'S WEDDING ALBUM
SPLIT!
Michelle Williams & Heath Ledger

MOVIES WITH BUZZ
FALL MOVIE PREVIEW 2007
Jerry's a bee, Tom's a senator, and Jodie's furious! Get ready for Hollywood's star-studded new season BY JASON LYNCH
Bee Movie
OPENS Nov. 2
STARRING The voices of Jerry Seinfeld, Renée Zellweger, Chris Rock
Since his eponymous sitcom went off the air in 1998, Seinfeld has spent most of his time away from Hollywood, living in Manhattan and traveling around the country doing stand-up comedy. For the past four years he has also been cowriting and producing this computer-animated film about a bee named Barry (Seinfeld) who dreams of life beyond the hive and befriends a florist (Zellweger). What's the secret to playing a bee? "I don't get into character. I just go and do my lines," says Seinfeld, laughing. He can't wait to watch the film with his three kids (daughter Sascha, 6, and sons Julian, 4, and Shepherd, 2). "It's going to be very funny to see the look on their faces," he says. "Maybe they will think I'm really a bee."
Lions for Lambs
OPENS Nov. 9
STARRING Tom Cruise, Meryl Streep, Robert Redford
Cruise plays an ambitious Republican senator in this drama, a tapestry of tales set in Washington, D.C., California and Afghanistan. Redford (who also directs) is a liberal college professor. Streep is a TV journalist who sits down with Cruise.
PEOPLE September 17, 2007 173

OFFICIAL SITE

JERRY SEINFELD
RENÉE ZELLWEGER
DREAMWORKS
BEE MOVIE
IN THEATERS NOVEMBER 2
Join us on Myspace.com
About the Film
Meet Jerry Seinfeld
Gallery
Videos
Downloads
the Characters
Games
HONEY JUST GOT FUNNY
THIS FILM IS NOT YET RATED
PRIVACY POLICY | TERMS OF USE | FILM CREDITS
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COPYRIGHT © 2007 DREAMWORKS ANIMATION L.L.C. AND DREAMWORKS L.L.C. BEE MOVIE TM DREAMWORKS ANIMATION L.L.C. ALL RIGHTS RESERVED.
For Additional Ratings Info, Please Visit: MPAA.ORG | FILMRATINGS.COM | PARENTALGUIDE.ORG

INTERACTIVE

- About The Film
  - Synopsis
  - About The Filmmakers
  - About The Crew
  - Production Notes

JERRY SEINFELD
BEE MOVIE
RENÉE ZELLWEGER
SYNOPSIS
From creator Jerry Seinfeld comes "Bee Movie," a comedy that will change everything you thought you knew about bees. Take a close look at the world through the eyes of one bee in particular – Barry B. Benson (Jerry Seinfeld). A recent college graduate, Barry wants more out of life than the inevitable career that awaits him and every other worker in New Hive City – a job at Honex...making honey. Barry jumps at the chance to venture out of the hive, and soon encounters a world beyond his wildest dreams. When Barry inadvertently meets a quirky florist named Vanessa (Renée Zellweger), he breaks one of the cardinal rules of beedom – he talks to her. A friendship soon develops, and Barry gets a guided crash course in the ways of the human race. When he shockingly discovers that anyone can purchase honey right off the grocery store shelf, he realizes that his true calling is to stop this injustice and set the world right by suing the human race for stealing the bees' precious honey.
Synopsis
Cast & Crew
Production Notes
About the Film
Meet Jerry Seinfeld
Gallery
Videos
Downloads
the Characters
Games
IN THEATERS NOVEMBER 2
HONEY JUST GOT FUNNY
THIS FILM IS NOT YET RATED
PRIVACY POLICY | TERMS OF USE | FILM CREDITS

JERRY SEINFELD
BEE MOVIE
RENÉE ZELLWEGER
MEET JERRY SEINFELD
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IN THEATERS NOVEMBER 2
HONEY JUST GOT FUNNY
PG PARENTAL GUIDANCE SUGGESTED
PRIVACY POLICY | TERMS OF USE | FILM CREDITS

INTERACTIVE

- Meet Jerry Seinfeld
- Gallery
- Videos
- Character Profiles

INTERACTIVE

- Downloads
  - Wallpapers
  - Icons
  - Recipes
  - Signatures
  - Screensaver

INTERACTIVE

- Games
  - Bee-A-Pet Widget
  - Pimp My Hive
  - New Hive City
  - Spelling Bee
  - Activity Sheets

INTERACTIVE

- MySpace – Profiles for:
  - Bee Movie
  - Barry
  - Vanessa
  - Adam
  - Mooseblood

PROMOTIONAL PARTNERS

McDonald's

- McDonald's Global
  - Kids TV Spot
  - Adult program highlights
  - Kids program highlights

PROMOTIONAL PARTNERS

GENERAL MILLS

PROMOTIONAL PARTNERS

- Hewlett-Packard – "Hands" TV Spot
- AMD

PROMOTIONAL PARTNERS

NATIONAL HONEY BOARD™

PROMOTIONAL PARTNERS

Brach's

Be Part of Halloween Fun
with Brach's
You Could WIN One Sweet Trip!
to NEW YORK CITY and other great prizes. See Brachs.com/BeeMovie for complete details.
Brach's BEE MOVIE Sweepstakes
DREAMWORKS
BEE MOVIE
In Theaters November 2
SAVE $1.00 when you purchase any two (2) bags of Brach's Halloween Candy (9.5oz or larger)
FPO
NEW

PROMOTIONAL PARTNERS

EMBASSY SUITES

HOTELS®

PROMOTIONAL PARTNERS

LICENSING

- Toys
- Activision
- Harper Collins

INTERNATIONAL THEATRICAL CAMPAIGN

THEMES

"Out of the hive and into trouble"

"Born To Bee Wild"

"Black & Yellow"

INTERNATIONAL POSTERS

"Big B"

FROM THE STUDIO THAT BROUGHT YOU SHREK AND MADAGASCAR
BORN TO BEE WILD
DREAMWORKS
BEE MOVIE
OUT OF THE HIVE AND INTO TROUBLE
COMING SOON

"Strike A Pose"

INT'L 30-SHEET LAYOUT

INTERNATIONAL MEDIA

- Media Mix
  - Primary
  - Secondary
- Optimum Campaign Timing
- Impact vs Frequency
- Target Weights By Media
- Pan Regional Opportunities

TV SPOTS

Primary Spots:

Freak Out v6 (Top 15 territories #1 favoured spot)

Honey v11 (Top 15 territories #2 favoured spot)

Bee Rules v12r (Top 15 territories #3 favoured spot)

Ride v6a (Head Office favoured spot)

Discovering v6 (Head Office favoured spot)

More To Come

From the creators of Shrek & Madagascar

Jerry Seinfeld spot

Smacking spot

COSTUMES

- 10 costumes to be used Worldwide – France, Korea, Brazil, Mexico, Malaysia, Switzerland, Germany, UK, Netherlands, Hong Kong, Taiwan, Italy, Japan, Norway, Finland, Sweden, Denmark, Australia

PROMOTIONS

Generic Paper Items

- Generic paper items to be used by territories Worldwide

WORLDWIDE PUBLICITY

- May: Cannes launch via Jerry Seinfeld stunt. TV and print interviews completed.
- August: NY print long-lead with all talent and top Int'l outlets
- September: UK interviews with Simon Smith during Scoring session
- Family Press kits
- Ray Liotta Honey Jar Press Mailers
- London Film Festival – 28 October
- November/December: International tour with Jerry Seinfeld and Jeffrey Katzenberg (+ others tbc) to Mexico, Australia, Hong Kong, Israel & Europe
- January: Tokyo junket and premiere in Japan
- Renée Zellweger International photo shoot requested for International placement

PPI INTERACTIVE

- Bee Movie Websites localised globally
- Adopt a Pet Widget – localised globally
- International Interactive Toolkit

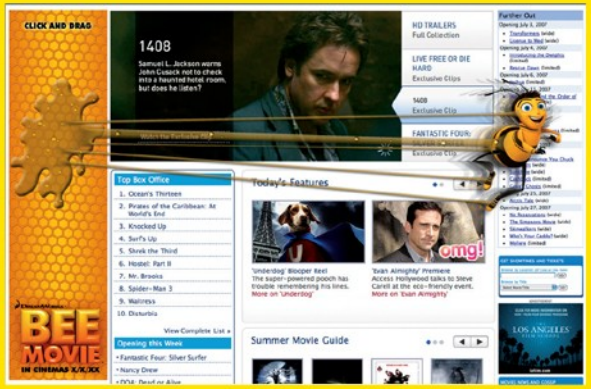
  To include a mix of :

  – Paid for advertising media assets (parents, kids and Xmas)
  – Fun / educational kids downloadable content and games
  – Exhibitor digital assets (direct mailers, e-cards, media assets)
  – Xmas themed materials (digital advent calendars)

- Pan Regional Family Digital Media Buy

  – MSN & Y! to promote across networks targeting mums, kids and push the promotion of the Adopt a Pet widget

- Promotional Mobile Content kits & localised Movie WAP sites



CAMPAIGN OVERVIEW
THE 3 "BEE"S

Bee Aware: Awareness

- On-Air
  - Trailer Cut Down
  - Barry B. Benson Character Spot
- Custom NickTropolis Zone
- Neopets, Shockwave
- Magazine November Issue
  - Custom Game & Gatefold

Bee Wired: Hard Drive

- On-Air
  - Cinema Spy
  - Think Bee
- Programming
  - Stunt: World Premiere
  - Video: We Love the Bee!
- Custom NickTropolis Zone
- Neopets, Shockwave

Bee Aggressive: Urgency

- On-Air
  - Countdown Spot
  - Chase Spot
- Programming
  - Sneak Peek
  - TEENick
- Custom NickTropolis Zone
- Neopets, Shockwave

* Magazine, Online and International elements subject to media negotiations.

BEE AWARE: NEOPETS

Honey production in New Hive City has taken a hit and Honex Corporation is in search of some serious worker bees! All of Neopia is coming together to help Honex by creating the first ever site-wide community challenge to produce honey!

- Kids will first be able to download the Bee-a-pet widget to nuture and release on opening day
- Next, kids will participate in a viral community event where members create teams and invite their friends to participate
- Team members will be required to perform individual tasks that contribute to their team's honey production:
  - Gather nectar
  - Store honey in the honeycomb
  - Remove honey from the honeycomb
- Teams that have produced the most honey win!

INTERNATIONAL

- Sneak Peek
- Custom spots in select markets
  - Nick will work with DreamWorks to version Nick US's spots for international use
- International competition
  - Nick will create a custom :60 competition spot that will be localized and air on all participating channels
- Local programming
  - Integrated into key Nick programming (e.g. Sarvo, The Crunch, Behind the Orange Reel)
- Online Promotional Site
  - Nick will build complementary content and activities and link to official website

International elements subject to media negotiations.

BEE WIRED: ONLINE

- "New Hive City" – the brand new virtual world in NickTropolis!
  - "New Hive City" gets an upgrade when we introduce a brand new Bee Movie-themed Flash game *(Final game concept to compliment an TBD on-air creative execution)*
  - Nick.com will create additional exposure for "New Hive City" by adding a Halloween-themed sponsorship that drives traffic to this virtual world in NickTropolis.
  - Bee Movie Sponsorship of Nick.com's Shrieken' Weekend Supersite
  - Align Bee Movie with this special section and convergent event devoted to this spooky holiday!
- Shrieken Weekend – Halloween Supersite will be fully haunted with themed content
  - Nickelodeon character-driven games, quizzes, activities, e-cards, message boards and more
- Sponsorship includes:
  - Media on Halloween content
  - Sponsored by" logo placement on content pages drive to "New Hive City" or the official Bee Movie site
  - Co-branded Home Page Flash Movie
  - Co-branded ROS media
  - TurboNick video & co-ads

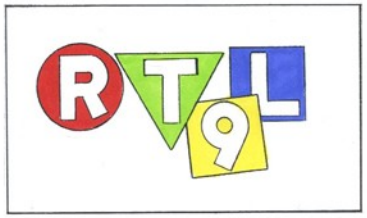
Production time: 12 weeks. Signed IO/Assets are due June 29, 2007
to launch the promotion 4 weeks before November 2, 2007.

NICKELODEON

- Developing opportunities with Nickelodeon International
- Local spot buys pan regionally for SEA & Latam
- Repurposing and placing US assets or creating new International materials for competitions

CUSTOM ANIMATION/FRANCE

1



RTL 9 LOGO APPEARS ON SCREEN.

2

BARRY THE BEE FLIES PAST DROPPING POLLEN

3

FLOWERS POP OUT AROUND THE LOGO - THE BIGGEST HAS THE BEE MOVIE TITLE TREATMENT

4

HE FLIES PAST LOGO TO HAVE A LOOK AT IT-

5

HE FLIES TOWARDS SCREEN - THEN TAPS ON IT

6

... WAVES, THEN FLIES OFF.

CUSTOM ANIMATION/GERMANY

The Move Split starts with a channel ID / show ID directly out of the programm – even before the break bumper.

Suddenly there's honey pouring down from the top of the screen.

In addition to that - due to legal restrictions - an editorial banner needs to be intgegrated on the bottom of the screen, which needs to stay there during the entire move split /-spot.

The honey finally has covered the whole screen…

…when suddenly a bee approaches.

The bee starts to wipe the screen,…

…revealing the original Bee-Movie spot…

…which finally fills the whole screen.

CUSTOM ANIMATION/UK

Sky Movies
15 sec ID - No. 2

Sky Box Office
15 sec ID - No. 2

McDonald's

- Kid's Happy Meal Program
- TV support
- Online game initiative

INTERACTIVE

ACTIVISION®

- Xbox 360
- Nintendo Wii
- Playstation
- Nintendo Dual Screen
- PC

AMD

Brazil, Egypt, Poland, Malaysia, Singapore, South Africa, Taiwan, Thailand, Turkey, United Arab Emirates, United States,

- Online media
- Microsite
- Print ads
- Outdoor
- In-store displays and signage

Meet your new personal
Worker Bee
THE COMPUTER IS PERSONAL AGAIN.
When DreamWorks Animation needed serious computing power to help create Bee Movie, they turned to AMD. Now that same AMD processor technology is available to you with the complete line-up of HP PCs featuring AMD processors. These systems are designed to fit wherever life happens in your hive, whether in your home, at the office or on-the-go. It's life at your fingertips.
Check out www.amd.com/beemovie
to see how AMD technology helped to create Bee Movie and play the exciting Bee Movie Video Game demo by Activision!

PEZ

Visit our website
www.pez.com
PEZ
Candy & Dispenser
BEE MOVIE
ORANGE CANDY
LEMON CANDY
GRAPE CANDY
Bee Movie™ & © 2007 DreamWorks Animation L.L.C.
Dispenser for ages 3 and up
TOTAL CANDY NET WT. .87 OZ.(24.7g)

Candy & Dispenser
BEE MOVIE

ASIA PROMOTIONS

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Candy & Dispenser
BEE MOVIE

EUROPE PROMOTIONS

Discom

Golden Heritage FOODS

Benelux, GAS, France, Italy, Spain, Sweden

Sugar Puffs

Natural wheat puffs

United Kingdom

Find the flower in our Amazing Maze game!
Get the latest buzz with an XBOX 360 or Bee Movie video game
All you do!
Buzz words about Bee Movie
BEE MOVIE

CAPILANO

AUSTRALIA'S NO.1 HONEY, NATURALLY!

United Kingdom

Bauli

Italy

Bauli
SUPER SORPRESE
BEE MOVIE

Bauli
SUPER SORPRESE
BEE MOVIE

BeeAction

Portugal & Spain

Themed exhibition areas in shopping centers

McDonald's

- Kid's Happy Meal Program
- TV support
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ACTIVISION®

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- PC

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Candy & Dispenser
BEE MOVIE

MEXICO PROMOTIONS

Sabritas®

Mexico

ARGENTINA PROMOTIONS

McDonald's

Cadbury

Energizer

donde es posible Bonesi

DITOYS

SD sticker design

STOCK supermercados

Energizer

Argentina, Bolivia, Central America, Chile, Colombia, Ecuador, Mexico, Paraguay, Peru, Uruguay and Venezuela

BRAZIL PROMOTIONS

LATIN AMERICA PROMOTIONS

Del Frutal

Costa Rica, Guatemala, El Salvador, Honduras, Nicaragua & Panama

AUSTRALIA PROMOTIONS

McDonald's

ARNOTT'S

Nestlé STARZ

CAPILANO

AUSTRALIA'S NO.1 HONEY, NATURALLY!

DunkaROOs

ICE CREAM Nestlé

Nestlé

Nestlé
bees
BEE MOVIE
$1.50

Nestlé
STARZ
BEE MOVIE
6

Nestlé
Yogurt
MOVIE PACK
BEE MOVIE

Nestlé
STARZ
SPACE FOOD STICKS
CHOCOLATE
ENERGY FOOD
6 sticks per pack
WIN an iPOD SHUFFLE
BEE MOVIE

Nestlé
STARZ
DunkaRoos
CHOC HAZELNUT
MADE WITH REAL HAZELNUTS
WIN an iPOD SHUFFLE
BEE MOVIE
6 INDIVIDUAL PACKS
135g

CAPILANO

AUSTRALIA'S NO.1 HONEY, NATURALLY!

Australia